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Inaugural WGSS research colloquium series Oct. 14

September 21, 2021



SAVE THE DATE! The WGSS Program is hosting its inaugural Research Colloquium **Thursday, Oct. 14, at noon**. All are invited to attend. Register/join the webinar here: tinyurl.com/WGSSRCS21. Details of the talk below:

Faux Pockets, Sequins, and Short Shorts: Gender Disparity in Childrenswear

From lack of pockets to short inseams, there is a disparity in the functional design between girls' and boys' clothing. This disparity can impact girls' participation in physical activity and their independence. Dr. Addie Martindale of the School of Human Ecology will present a childrenswear market evaluation that examines the design inequity in childrenswear gendered apparel segments and an interpretation of the effects. Additionally, she will discuss her childrenswear product development work that focuses on design solutions to better empower girls.

For any questions or concerns, please contact [Dr. Jane Rago](#) or [Dr. Lisa Costello](#).

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